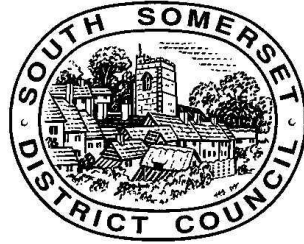


# Public Document Pack



## **Area South Committee - Wednesday 5th July 2017**

Please see attached updated reports as circulated to members and tabled at Committee.

<b>Agenda No</b>	<b>Item</b>
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8.	<b><u>Area South Development Plan (Pages 2 - 13)</u></b>
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	Updated Area South Development Plan 2017/18 and Budget Summary of Available Resources
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# Area South Development Plan (2017-18)

Portfolio Holder – Councillor Peter Gubbins

Team Lead – Natalie Fortt

## This is what we do:

Work with communities, Councillors and service providers across our Area supporting the development of stronger communities, promoting economic vitality and helping to create better, more self-sustaining places to live and work



**Who do we work with?** *We work in partnership with the following services, agencies and organisations to achieve our priorities:*

<p>Access For All                  Armed Forces Community Covenant                  Alzheimer's Society                  Avon &amp; Somerset Constabulary                  BBC Somerset (Media related)                  British Heart Foundation                  Bus operators                  Business community (various members)                  Charities and volunteer groups (various)                  Children and youth work groups (various)                  Citizen Advice Bureau                  Community Associations :                      Abbey Manor                      Westfield                      Milford                      Birchfield                      New Town                      Wyndham Park                  Community Speed Watch                  Co-operative Shop (Westfield)                  Developers and agents                  Devon &amp; Somerset Fire &amp; Rescue Service                  Environment Agency</p>	<p>GP Surgeries – Yeovil and Area South                  Individual volunteers (various)                  Knightstone Housing Association                  Locality &amp; DCLG (through the Our Place project)                  Local buskers/musicians                  Magna Housing Association                  National Trust                  NHS :                      Health visitors                      Yeovil District Hospital                      Public health specialists                      Older people (preventative)                  Pathways                  Play groups / pre-schools (various)                  Post office                  Parish Councils                  Quedam shopping centre</p>	<p>Royal British Legion                  Royal Navy Welfare                  Shopmobility                  Social Enterprises (various)                  Somerset County Council                  Somerset Rural Youth                  Somerset Smokefree Alliance                  South Somerset Mind                  Yarlington Housing Group                  Stonewater Housing Association                  Spark                  The Breeze                  The Conduit                  The Emporium                  The Hub – Yeovil                  Ward Members                  Western Gazette                  Yeovil Job Centre                  Yeovil in Bloom                  Yeovil Chamber of Trade &amp; Commerce                  Yeovil Foundation Learning Partnership                  Yeovil Town Council                  Yeovil One Team</p>	<p>Yeovil Churches :                      Yeovil Community Church                      St.Peter's Church                      St.Mark's Methodist Church                      St James Church                      Yeovil Family Church                      Birchfield Church                  Yeovil Street Pastors                  Yeovil Schools federation :                      Yeovil College                      Milford infant School                      Milford Junior School                      Grass Royal School                      Pen Mill School                      Reckleford School                      Birchfield Community School                      Bucklers Mead Academy                      Aspire group (Bucklers mead)                      Westfield Academy                      Preston Academy</p>

**Our Priority Areas for 2017/18 are:**

1.	Town centre & neighbourhood management
2.	Economic development, job creation & regeneration schemes
3.	Community-led planning & development
4.	Improving access to services & facilities to reduce inequality
5.	Community Safety

## Service Standards for 2017/18 (our core work)

1.

### Community Grants

South Somerset District Council (SSDC) is committed to supporting community development and projects, for which we offer a range of grants. The standards that we expect to fulfil are:

- Grant application pack to be sent out within 48 hours of request
- Acknowledgment letter to be sent out within 3 days of receipt of application form
- Award letter and conditions to be sent out within 5 days of Scrutiny call in period

2.

### Front Office

The Council have staff available in the Area Office providing advice & guidance on all Council services, in particular:

- Verification and processing of housing benefit applications, assistance with online Universal Credit applications, receipt of payments, dealing with South Somerset District Council enquiries and signposting/referring to other agencies as appropriate

3.

### Community Development and Regeneration

South Somerset District Council's Area Development Team aims to:

- Answer all community development and regeneration queries and questions received within the timescales set by corporate service standards
- Offer advice and support to any community group within Area South wishing to produce a Parish Plan or Neighbourhood Development Plan
- Enable one business event and maintain regular contact with local business associations
- Respond to Sole Traders' and Companies' enquiries within the timescales set by corporate service standards
- Encourage participation and give at least 6 weeks' notice of workshops, meetings or consultations, which will always be held in accessible venues
- Ensure that communities are consulted and engaged with all of our major physical improvement projects through a communications plan
- Offer funding advice to local associations and voluntary groups and signpost to grant assistance for possible sources of funding
- Coordinate & arrange meetings & workshops in response to demand from Area South Committee, Parishes & community organisations, which bring together key partners and community representatives to jointly tackle issues relating to the well being of residents in the Area
- Check our SSDC website pages once a month to make sure they are up-to-date and relevant
- Actively market the Area as a place to live and work, promoting key towns through communications plan

**Service Action Plan:** *Top level actions – more detail is within individual work programmes/project plans*

Priority Area	Action	Who	Resource	When	Outcome	Performance Measure
1. Town centre & neighbourhood management	Support local chamber of commerce and business Associations	M Ainsworth N Fortt	3 days 2 days	Ongoing	Stronger relationship between South Somerset District Council and business community. Better understanding of issues affecting local business.	Dissemination of South Somerset District Council information via Chamber channels
	Continue support for the Love Yeovil marketing Group. Attending meetings and assisting with the direction of the group. Developing a website and increasing engagement with social media platforms, a marketing strategy and an events programme. Developing and agreeing sponsorship pack. Obtaining funding for projects and events	M Ainsworth N Fortt	12 days 10 days	Nov 2017	Increased footfall in the town centre. Improved profile and programme of events. Improved buy-in of local businesses.	Love Yeovil Group formalities in place. Number of events assisted, website launched, sponsorship gained. Report to Area South Nov 2017. Updates to Yeovil Vision Board.
	Merge town centre maps work with Love Yeovil communications plans.	M Ainsworth Community Support Assistant	5 day 2 days	Ongoing to fit with Love Yeovil timescales	Cohesive image in relation to maps and on street 'way marking' and Love Yeovil website.	Report to Area South Nov 2017. Updates to Yeovil Vision Board.
	Continue to support the Yeovil Town Centre Enhancement Group and implement the multi-agency maintenance schedule	M Ainsworth Community Support Assistant	14 days 3 days	March 2018	Cleaner, better maintained environment in the town centre	Programme of improvement agreed & implemented. Update reports to Area South committee.
	Continue to support Yeovil Vision Board	N Fortt Community Support Assistant	2 days 2 days	March 2018	Maintaining the Yeovil Vision within a cost effective and streamlined structure, to influence strategic projects seeking external resources and to oversee the delivery of local projects to benefit Yeovil	Supporting Yeovil Vision meetings producing all related reports, agendas and minutes

Priority Area	Action	Who	Resource	When	Outcome	Performance Measure
	Continue to support the administration of promotional spaces in Yeovil town centre and develop promotional pitch policy	Community Support Assistant L Davis / M Ainsworth	3 days  3 days	March 2018	Vibrant and diverse town centre environment	Report to Area South committee
2. Economic development, job creation & regeneration schemes	Yeovil Refresh Public Realm	N Fortt M Ainsworth	The Yeovil Refresh is likely to suggest significant improvement schemes but this will be the subject of a separate future detailed committee report.			
	Digital high street work	M Ainsworth N Fortt Community Support Assistant	3 days 1 day 5 days	Mar 2018	Understanding of how many businesses in the town centre are not 'online' and how adaptable the town is to the digital challenge facing our high streets	Report to Yeovil Vision
	Resolve final agreements on licence for the Reckleford Road Scheme	M Ainsworth	2 days	Dec 2017	Project finalised and retention monies released.	Project completion by December 2017.
	Support given to town centre events including Yeovil Half Marathon, Super Saturday and the Christmas Switch on. Support Love Yeovil with new events as they arise.	M Ainsworth Community Support Assistant	8 days 5 days	Throughout the year	Successful events delivered in partnership with key stakeholders.	Events delivered successfully.
	Neighbourhood retail enhancement project – Westfield and Birchfield	M Ainsworth J Divall Community Support Assistant	10 days 1 day 5 days	March 2018	More attractive shopping environments within our neighbourhoods.	Plans and funding agreed for one of the projects, start dates agreed.

Priority Area	Action	Who	Resource	When	Outcome	Performance Measure
Page 7	Continue to support and develop existing and new initiatives for Yeovil Markets	M Ainsworth L Davis Community Support Assistant	20 days 2 days 2 days	March 2018	Enhanced street markets and regular themed markets. Markets better connected to town centre events.	Existing market improved, new markets tested on Saturdays. Reduced resource implications for Area South Development Team. Reports to Market Improvement Group, Area South committee and Yeovil Vision Board.
	Continue to oversee newly transformed Vintage market	M Ainsworth	7 days	March 2018	Successful vibrant market attracting footfall to the town centre.	Vintage market being managed externally with less resource implications from South Somerset District Council. Renewed name for market. Service Level Agreement in place. New location trialled top of Middle Street.
3. Community led planning & project development	Support local Parishes to deliver Housing Needs Surveys West Coker East Coker	J Divall J Divall Community Support Assistant	1 day 3 days 3 days	Sep 2017 Sep 2017 Sep 2017	Improved, current evidence of need which can be used to enable the strategy housing team to establish local demand and need.	Completed Parish Housing needs survey's – included to SSDC Strategic Housing Strategy
	Project Manage Westfield Regeneration Programme	J Divall	15 days	Mar 2018	More cohesive community with better facilities and less isolated individuals	Projects supported. Progress report in March 2018

Priority Area	Action	Who	Resource	When	Outcome	Performance Measure
Page 8	Continue to support and advise communities and businesses to initiate and implement projects within Area South	M Ainsworth N Fortt J Divall Community Support Assistant	2 days 2 days 2 days 1 day	Ongoing	Continued engagement with communities and businesses to deliver successful community projects and business outcomes	Engagement, advice and support given to at least 10 projects.
	Provide funding advice and guidance to charitable organisations and manage and assess community grant fund applications.	N Fortt J Divall	Within existing staff resource	March 2018	Organisations able to access funding.  South Somerset District Council support to local organisations	Allocation of the full fund by March 2018.  Reports to Area South Committee
	Support Neighbourhood Plan groups in:  East Coker	J Divall	3 Days	Sep 2017	Parishes have greater influence over the scale of growth and type of development required to improve sustainability and to meet local need.	Plan 'made' and incorporated into the Local Development Framework
4. Improve access to services & facilities to reduce inequality	Comment on impact of significant planning applications  Encourage parish engagement with applications and S106 negotiations  Link community projects with local available S106	Area Development Team  Area Development Team  Area Development Team	Within existing resources  Within existing resources  Within existing resources	Mar 2018  Mar 2018  Mar 2018	Community infrastructure improvements can be achieved more quickly with S106 adding value to wider investment  Clear reporting of S106 investment projects to Area South Committee  Ward members & Parishes have better awareness of S106 monies	Update S106 annual statement sent to Parishes / Ward members



Priority Area	Action	Who	Resource	When	Outcome	Performance Measure	
Page 9	Support all Yeovil local Community Associations to improve access to services and facilities	J Divall / N Fortt	20 days	Mar 2018	Improved communication amongst service providers and with local community. Co-ordinated approach to improving health & well being	Projects supported. Progress report to Area South Committee.	
	Support Westfield Community Association to deliver local health & well-being projects that tackle health inequalities in the Neighbourhood, including: 1) Community training programme 2) Tackle image & communication of community 3) Fuel Poverty 4) Road safety	J Divall J Divall J Divall J Divall	3 days 6 days 2 days 3 days		Mar 2018	Reduced Health Inequalities in this target area.	Projects supported. Progress report to Area South Committee.
	Produce, publish and print Halls for Hire brochure for Yeovil and Surrounding villages	Community Support Assistant	4 days	Once or twice a year	Better use of community spaces and more viable community halls.	Positive feedback from bookings clerks.	
	Run an area wide Youth Opportunities Group to support sharing of information	N Fortt Community Support Assistant	1 day 2 days		March 2018	Shared resources and increased provision for young people. Remove any duplication and target reduced resource to areas of high need	Report to Area South Committee

Priority Area	Action	Who	Resource	When	Outcome	Performance Measure
Page 10	Support parish run youth provision	N Fortt	3 days	March 2018	More open access youth provision in Area South.	Support given to Yeovil Town Council in monitoring the contract for youth provision in Yeovil.  Yeovil Without Parish Council having secured new youth provision within the parish.  Support given to Knightstone Housing to restart the Dreamscheme project in Wyndham Park.
	Run a high quality access point & advice service for the public at Petters House	L Davis / Community Support Assistants	310 days	Ongoing	Improved customer experience & service. Integration of front desk services with other agencies	Annual report Area South Committee To achieve 98% customer satisfaction
	Support feasibility work for multi-agency hubs in Yeovil (One Public Estate).	L Davis	5 days	March 2018	Improved customer access to services and customer service. Improved partnership working	Report to Area South Committee.
	Support the delivery of new play facilities at West Coker Recreation Ground	J Divall	2 days	Sep 2018	Improved access to play facilities	Funding secured. Play equipment installed and site complete
	Support project plan delivery and identification of funding for new Multi Use Games Area at West Coker Recreation Ground	J Divall	4 days	Sep 2018	Improved access to youth facilities	Funding identified, applications processed and project plan in place

Priority Area	Action	Who	Resource	When	Outcome	Performance Measure
Page 11	Support Parishes & Trusts to establish Master plans for Recreation Grounds: 1) West Coker 2) East Coker 3) Barwick	J Divall J Divall J Divall	5 days 5 days 5 days	Sep 2018 Sep 2018 Sep 2018	Clear plans for future community facilities.	Agreed master plans
	New Sports pavilions for parish – support the project to build stage 1) West Coker 2) Barwick 3) East Coker	J Divall J Divall J Divall	10 days 7 days 7 days	Sep 2018 Sep 2018 Sep 2018	Full project plan and permissions to start the project.	Report
	New Community Centres – support project to build stage 1) Westfield 2) Wyndham Park 3) Lufton	J Divall N Fortt N Fortt	14 days 14 days 15 days	Ongoing	New community centres built.	Report to committee. Lufton Centre due to be opening June 2018
	Support existing Community Hall management committees to improve local facilities: 1) West Coker 2) Barwick	J Divall J Divall	5 days 5 days	Ongoing	Better facilities	Report to committee. Project plans and funding strategies produced.
	Arrange Annual Parish Meeting and workshops in response to demand from Area South Committee, Parishes & Community organisations	Area Development Team Democratic services officer	Within existing staff resources	Jan 2018	A forum for debating important local issues & agreeing best solutions. Raise awareness of opportunities	Report to Area South Committee
	Coordinate and Chair Area Community Forum	N Fortt Community Support Assistant	1.5 days 1 day	March 2018	A forum for debating important local issues and agreeing best solutions. Improved awareness of opportunities and better collaboration across groups.	3 forum events arranged each year

Priority Area	Action	Who	Resource	When	Outcome	Performance Measure
Page 12	Work with Developers to plan community facilities on future key sites in Yeovil and surrounding parishes in Area South.  Particular focus on Kingfisher Primary School at Lufton, Community Facilities adjacent to Wyndham Park and the proposed development at Keyford.	N Fortt J Divall	Within existing staff resource	Ongoing	Future key sites will provide facilities to ensure more sustainable communities.	Plans for Community facilities on all future key site developments.
	Support new communities, particularly the Wyndham Park Partnership, Wyndham Park Community Association and the fledging association on the Lufton Estate.	N Fortt	15 days	Ongoing	Stronger cohesive new communities on our key sites, that are better able to deal with issues and eventually able to lead on community engagement projects in their own community.	Community associations on our new key sites.
	Maintain and publish up to date Ward Profiles	H Sharpe	2 days	March 2018	More people able to access information about where they live and work locally	Updated Ward Profiles
5. Community Safety	Develop and support the Yeovil One project.	N Fortt C Dawes	10 days Full time	March 2018	Greater partnership working on community safety issues within the Yeovil One area, as early intervention leads to reduced anti-social behaviour.	Report to committee
	Support the Yeovil One Tactical Group.	N Fortt C Dawes	8 days Full time	March 2018	Provide strategic direction and high level support for the operation team.	Operational team feel able to escalate issues to the Tactical Team.

In addition, the service will deliver actions to deliver key corporate strategies, comply with corporate policies, deliver savings, monitor performance, review and monitor complaints and manage risk within the service.

**AS Budget Summary with Available Resources – 2017/18**

1	Budget type	AS Capital Programme	Yeovil Vision Reserve	Our Place Reserve	Health Inequalities Reserve	Community Grants	Area South Initiatives	Transport schemes grants
2	Year start position 2017/18	£151,215	£113,373	£10,078	£31,328	£11,230	£28,580	£19,950
3	<b>Commitments to projects/ other comments</b>  Page 13	Neighbourhood Retail Centres project, Birchfield  Barwick Grant Application, yet to be assessed - £9000	Delegated to Yeovil Vision Board	External funding for community action plan	External funding from PCT ring-fenced for health inequalities work  Professional Fees for Community Hall and car parking at St Peters - £6000	Grant applications to be assessed when received (all applications over £1000 will be brought to committee).	Ranger scheme £7,915  Contribution towards Xmas lights - £2000  Town centre events - £6000  Lufton community engagement - £3000  Vintage market entertainment - £1500  Telephone and electric costs for street market - £750  Performing Rights Service licence - £150	Contribution towards Heart of Wessex - £1000  Plants and planting for Welcome signs £2,500 est.  Town map - installation £1,000  Town map - car parks, station signs, installation - TBA  Street furniture estimate £3,500  Neighbourhood retail centres - £5,000.
	Uncommitted balance as at 3 July 2017	£151,215	£113,373	£10,078	£25,328	£11,230	£7,265	£6,950